

Measuring Conservation Effectiveness

-A Summit Meeting to Inspire Better Conservation-

Gordon and Betty Moore Foundation, Palo Alto, California, May 5-6, 2010

"In God we trust, all others bring data"

Dr. W. Edwards Deming 1900-1993, American Statistician

Our Vision

By 2015, global conservation efforts will be more efficient and effective because we will know how to leverage or replicate what works and to avoid what doesn't based upon credible measurement of our effectiveness and the open sharing of the lessons we learn.

Our Aims

- To provide an overview of systematic performance measurement systems in and outside of the conservation sector with a candid view of the successes and challenges.
- To establish a shared vision of the future of systematic conservation performance measurement systems, and to design mechanisms and commit to sharing relevant data.
- To discuss and agree on the major barriers to systematic conservation performance measurement, as well as to propose actionable next steps.
- To challenge our organizations to step-up and create a performance measures culture across the conservation sector.
- To launch a community of practice that enables open sharing of the lessons we learn in order to make global conservation efforts more efficient and effective.

Participants

Select individuals from key organizations including:

- **Global Conservation Organizations** – Chief Operating Officers, Directors, Scientists
- **Private Foundations and Donor Agencies** – Directors, Evaluators, Program Officers
- **Key Technical Experts**

Sponsors

Representatives of the following organizations are currently on the planning committee for this Summit:

Implementing Organizations

African Wildlife Foundation
Benetech
Conservation International
Foundations of Success
National Audubon Society
The Nature Conservancy
Rare Conservation
Wildlife Conservation Society
WWF

Funders

Margaret A. Cargill Philanthropies
Gordon and Betty Moore Foundation
National Fish & Wildlife Foundation
Packard Foundation
Skoll Foundation
Walton Family Foundation
Wilburforce Foundation

Proposed Agenda

A full-day meeting on Wednesday May 5, followed by a half-day session on the morning of May 6. Start and end times for each day are definite; intermediate times are still approximate.

| When | What | Content |
|-------------------|--|---|
| Wed May 5 | | |
| 8:30 | Coffee | |
| 9:00 | Session 1: Welcome - Who is here? - Why we are here? | Welcome Names and brief org intros Overview of Summit purpose / agenda Presentation of the consensus statement |
| 10:00 | Session 2: The Case for Improved Effectiveness Measurement - What do we mean by “measuring conservation effectiveness” and what can we learn from other fields? - What is the current status of effectiveness measurement in conservation? What are the barriers and opportunities? | Overview presentation framing the issues and sharing some key findings from other disciplines Overview presentation of survey data showing current state of systematic performance measurement among implementing orgs and funders Table discussions of survey data |
| 11:10 | Pause | |
| 11:30 | Session 3: Bright Spots Showcase - What currently works? | Rapid showcase of specific examples of systematic performance measurement currently being implemented either within or across organizations Plenary reflection |
| 12:30 | Lunch | Informal discussion of bright spots |
| 2:00 | Session 4: Our Aspirations and Vision - What do we want it to look like? - What do we want to achieve? | Review consensus statement and vision One example of an integrated vision Table discussions on consensus statement |
| 3:10 | Pause | |
| 3:30 | Session 5: Proposed Initiatives - What are some ideas for things we can do together going forward? - Which ones do we want to explore? | Present proposed Initiatives that we can potentially undertake together to advance performance measurement Exercise to discuss & prioritize Initiatives |
| 5:00 | Session 6: Call to Action - What is our shared commitment? - Can we ratify our consensus statement? | Review consensus statement on performance measurement Endorse statement if appropriate |
| 6:00 | Evening Social Event | Informal drinks and food |
| Thur May 6 | | |
| 8:00 | Coffee | |
| 9:00 | Session 7: Welcome, Day 2 - What Initiatives did we prioritize? - What new ideas have emerged? | Welcome Review of Initiatives from previous day & hear about / prioritize new ideas |
| 9:30 | Session 8: Developing Initiatives - How do we operationalize Initiatives? - What are immediate next steps? | Breakout groups to discuss and develop proposed Initiatives, including immediate next steps as appropriate |
| 10:50 | Pause | |
| 11:00 | Session 9: Closing Session - What did we decide? - What are our next steps? | Brief reports from initiatives Discussion of next steps for Initiatives and overall community of practice |
| 12:30 | Lunch & Depart | |